

# Luxury Electronic Gadgets in the Netherlands

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## Abstracts

Sales of luxury electronic gadgets continued to decline in the Netherlands in 2015. A lack of promotion and interest amongst consumers were the main factors behind the poor performance. Dutch consumers in general are very rational, sensitive to price, and less influenced by status or symbols, choosing other products instead. The market for consumer electronics showed renewed growth in 2015, as confidence in the economy soared, but this did not have the effect of boosting sales of luxury...

Euromonitor International's Luxury Electronic Gadgets in Netherlands report offers a comprehensive guide to the size and shape of the Luxury Electronic Gadgets market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Electronic Gadgets retailing along with the development of consumers' shopping patterns. Forecasts to 2019 illustrate how the market is set to change

**Product coverage:** Luxury Mobile Phones, Luxury Mp3 Players.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Luxury Electronic Gadgets market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Positive Performance, Influenced by Improved Consumer Confidence

Changing Perceptions and Exposure Contribute To Rising Interest in Luxury Goods

Dutch Brands Profit From the Preference of Local Consumers and Tourists

Internet Retailing Continues To Grow, Leading To A Decline in the Traditional Distribution Channels for Luxury Goods

Segmentation and Investment To Expand the Consumer Base Will Result in Growth

Key Trends and Developments

Improved Economic Conditions Lead To Increased Demand

Diverse Price Offer in Luxury Products Aimed at Expanding the Consumer Base

Dutch Brands Gain A Solid Niche in Luxury Products

Price-conscious Dutch Consumers Influence Changes in the Luxury Goods Distribution

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